

# Wolfe Writing

The Blog

## Eight Things to Love About Direct Mail Letters

You may be tempted, given the highly-technological state of the world today, to abandon or greatly restrict any and all print marketing plans. Don't.

Although emails, social media posts, and other online efforts offer inexpensive and instantaneous opportunities, they can't replace the value of a solid direct mail campaign, particularly a direct mail letter.

What's so great about direct mail letters?

1. There's room in the box. Because so many marketers have turned their focus to email messages, competition in the mailbox has significantly decreased. As a result, your direct mail campaign has less to compete with, which means it's more likely to get read.
2. There's room for more. Mailing a letter? Great, and you don't have to stop there. Letter mailings can include other inserts, including reply envelopes, brochures, coupons, and more.
3. They're personal without being invasive. Mail recipients don't have to worry about hackers gaining access to their private files and histories.
4. They're physical. Readers can get more engaged and can be more focused on a piece they're holding in their hands versus a letter on a computer screen.
5. The "wow" factor. You have a greater chance of intriguing your reader with a printed mail piece than with a black-and-white subject line.
6. They have a longer shelf life. An email can be deleted, forgotten, or lost in an ever-growing inbox. Printed letters, however, have more staying power.
7. Postal mail has one big reveal a day. Instead of dreading opening your inbox, wondering how many new email messages you've received in the last 30 minutes, direct mail gathers all the day's prospects in one swoop.
8. People like printed mail. In fact, the [United States Postal Service](#) reports that 79% of consumers find reading mail more convenient than going online.

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**About Wolfe Writing:** Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit [www.wolfewriting.com](http://www.wolfewriting.com) or email Janet directly at [janet@wolfewriting.com](mailto:janet@wolfewriting.com).